

Chr. Heurich Brewing Co.

The Model Brewing Plant of the Twentieth Century

Washington's Greatest Manufacturing Plant

FAMOUS HEURICH BEER---Brief History of the Man Who Has Achieved Wonderful Success

In 1872 there came to Washington a young German, unknown, and with but small means. He was thirty years old at that time, and was equipped with nothing but a great determination to succeed in the world. He came with all the native simplicity and integrity of purpose for which Germans are so generally noted. He was to succeed, if possible, but not by any questionable methods.

With such a purpose in life it is not remarkable that Mr. Christian Heurich has not only gained a notable financial success in the Capital City, but has at the same time made a host of friends who have learned to appreciate him.

When Mr. Heurich came to America from Haina-by-Roemhild, in Saxemehningen, Germany, he was well versed in the art of brewing. He had traveled throughout Germany and other countries in Europe studying the various processes which have made the German nation the most famous in the world for its beers and malt. When he first landed in America he went as far west as Chicago, where he was employed by one of the large Western concerns. He came back East in a short time, however, and finally determined that Washington was a desirable location for an independent plant. At that time this city had not awakened to the possibilities that lay before it, and Mr. Heurich was thought to be more or less visionary in attempting to establish a brewing plant here. The freight rates were high, and it was necessary to depend almost entirely upon local patronage to support his plant.

During the first year Mr. Heurich had

a partner, but he soon purchased the latter's interest and determined to carry on the plant independently. His brewery was almost pitifully small at that time, and the amount of beer turned out annually did not exceed 1,400 barrels.

Not in the least daunted by the fact that his equipment was so inadequate, Mr. Heurich kept steadily at work, bringing into play all his skill and natural talents in making the best possible beer, and Mr. Heurich has the record established that he was the first man who brewed really good beer here in Washington. It was not long before this modest brewing plant began to be generally known for the very excellent qualities of its beer. Soon the Maerzen brand became the most popular beer in all Washington. It was the favorite beverage in the buffets, at the restaurants, and in the private homes. It became more or less of a fad to have "Maerzen" on all occasions. During the rapid growth in popularity of this beer Mr. Heurich never for a moment relinquished his untiring efforts to maintain the highest possible standard of excellence and purity in his product. This fact, too, was early appreciated. Those who drank the beer soon learned that they could depend upon its general excellence.

A few years ago he met with an obstacle that would have been sufficient to baffle a man with less determination. Mr. Heurich had always prided himself upon the purity of his product. A committee was appointed by the Department of Agriculture to analyze the various beers for sale on the American market. This was done, and when the result was made known the names of the beers were not published, but the statement was made that in certain cases impurities were to be found in the products. This did not please Mr. Heurich in the least, for it gave ground for the doubt as to the purity of his beer. It cast a reflection upon all the beers manufactured in Washington. He, therefore, went before the committee and requested that

the analysis of his product be made public, so that he could clear his well-known Maerzen and Lager from the shadow of suspicion. After quite a lengthy controversy, the Department of Agriculture refused to make the matter public. Mr. Heurich then appealed to Congress, and he secured the good will of Representative Rome of Ohio, who asked upon the floor of the lower House why the desired information had been refused Mr. Heurich. This demand immediately brought forth the wished for result, namely, the chemical analysis of the Department of Agriculture. It was as follows:

Specific gravity.....	1.013
Alcohol by weight.....	4.18
Alcohol by volume.....	5.24
Extract.....	5.65
Original gravity.....	1.053
Ash.....	3.88
Reducing sugar as maltose.....	1.25
Dextrin.....	2.88
Albuminoids.....	6.63
Free acids as lactic.....	0.59
Phosphoric acid.....	0.88
Carbonic acid.....	0.415

One of the highest compliments ever paid any brewer is that which Prof. H. W. Wiley has accorded Mr. Heurich. Prof. Wiley is, perhaps, the foremost chemist in America today. He is the head of the chemical department of the Bureau of Agriculture. All of the various beers that were exhibited at the World's Fair in Chicago were referred to him for a chemical analysis.

All the yeast used by Prof. Wiley in his many Governmental experiments is procured by him from Heurich's brewery. To quote Mr. Wiley's exact language: "Yeast is one of the most important things in our experimental work. We use fermentation in a great many of our analytical processes."

"Whenever we have any fermenting work to do we send down to Mr. Heurich for yeast, and we have stopped using the compressed yeast on the market because we find the yeast furnished by Mr. Heurich is very superior in its action."

"Mr. Heurich gets his high quality in yeast by careful culture and avoidance of extraneous germs. As to the exact process he uses in working his yeast I have always felt it to be a trade secret, but I have visited the place where he keeps his yeast, and have observed the great care and skill he employs in preserving it in a state of absolute purity. We also use Mr. Heurich's malt in our experimental work in the conversion of starch into sugar, and always find it fresh and active. We have used it for several years in our laboratory and use no other."

Such endorsements, coming as they do from the leading chemist of the United States Government, are indeed the best possible evidence of the truth of the assertion made by Mr. Heurich that his beer possesses a purity that but few products can equal and none can excel.

The Heurich beers are used extensively in the homes of the city, and they are recommended by physicians as health foods. They are not only recommended by physicians but they are used in their own homes and sanitariums. It would have been impossible for Mr. Heurich to have continued to supply the ever-increasing demand for his beers, from the small brewery he erected when he first came to Washington. Time and again additions and improvements were made in the old plant in order to increase its output. But as time passed, and there seemed to be no diminution in the popularity of the beer, it was finally decided to erect a great brewery palace. With this idea in view the Heurich Brewing Company acquired the large tract of land lying between Twenty-fifth and Twenty-sixth streets, and between D and Water streets northwest. Here was erected in 1894, a brewing plant that for years to come will serve as a model to concerns which will be built in the future. This plant was built by the company at an enormous expense and it is equipped with every convenience and appliance known to modern brewing.

The main structure is six stories high. The entire plant is of brick and stone, and is absolutely fireproof, all the girders being of steel and concrete, and the floors of cement and concrete. The plant is lighted by electricity and all the cellars and hop bins are cooled by one of the finest refrigerating plants ever installed in the country. The most expert scientific knowledge has been employed in the construction of this plant. It has been ascertained at just what temperature the various ingredients of the beer ought to be kept in order to secure the best results, and this temperature is maintained at all times.

Another unique feature of the Heurich plant is that all the cellars which are used for the aging of beer and for the refining processes are above ground, are well lighted and thoroughly ventilated.

In the preparation of the mash, from which the beer is finally brewed, the ingredients are weighed five distinct times in the course of the mixing in order to obtain the most accurate results, and maintain the same high standard of general excellence in every charge. Copper vessels are largely used in the making of the Heurich beer, and after every process of brewing they are carefully cleaned. This, of course, adds to the expense of the process, but when the product goes forth the management can feel sure that the best beer in the country is being sent to consumers.

The storage capacity of the brewing company is more than its competitors combined. Just at present the company is installing at enormous expense glass-lined steel tanks of many thousand barrels capacity for the storage of its renowned beers.

No beer leaves the Heurich brewery that has not been properly aged. The Maerzen beer, which has been on the market for over twenty-five years, is kept in cellars for six months and longer. The Lager beer is stored from three to four months, while the Senate beer, Mr. Heurich's latest and a favorite brew, is held for six or nine months for the seasoning process.

Another notable feature of this plant is the fact that all the grain, hops, etc., are carried from one part of the building to another by means of automatic conveyors. It does not have to be handled, and thus become contaminated by different germs. In every respect a degree of purity is maintained that is a source of wonder to the novice who goes through the plant.

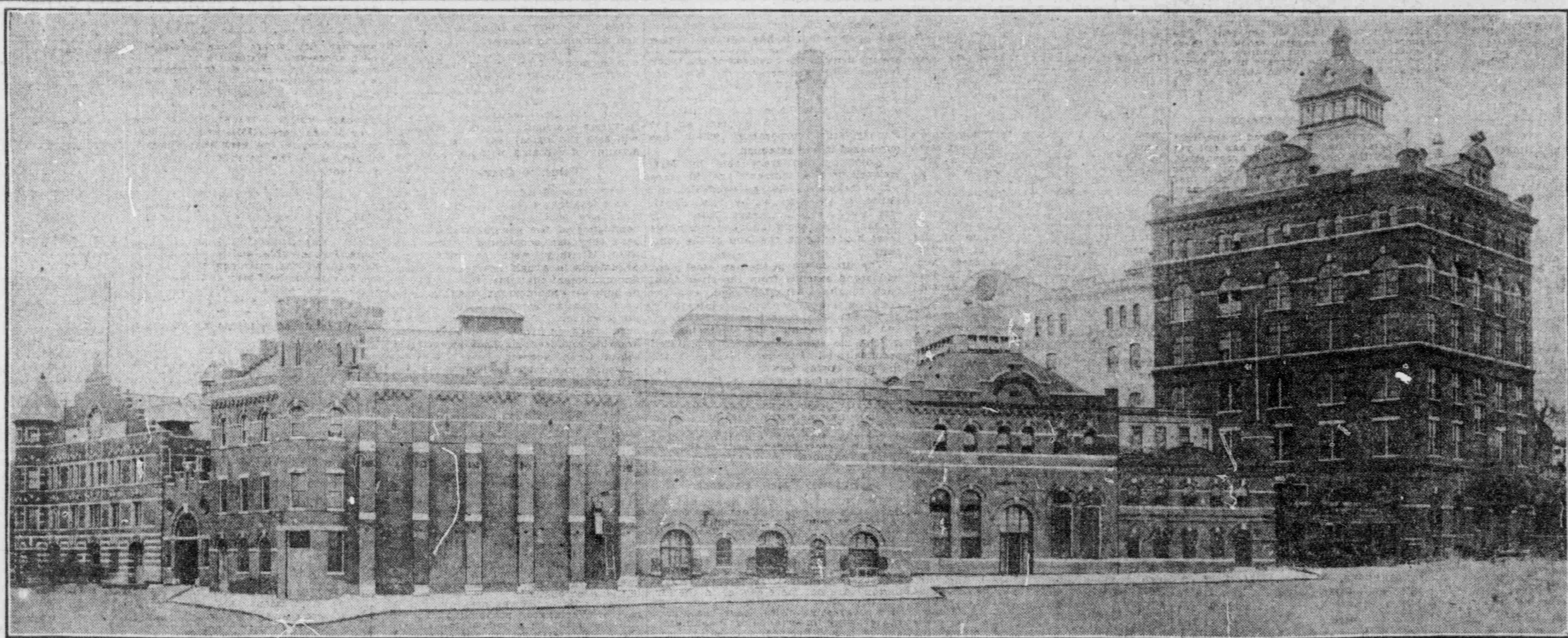
No adequate idea of the system and the general excellence can be gained except by a trip through the plant. All visitors are cordially received, and after the tour of inspection it is not a matter of surprise that Mr. Heurich's beers have gained a reputation that is not dimmed by that of any other brewing house in the world.

The brewery has an ice plant in connection, where 300 tons can be daily manufactured. The ice is equal if not superior in point of purity to any other manufactured in the country. In both the manufacture of can and plate ice only distilled and filtered water is used.

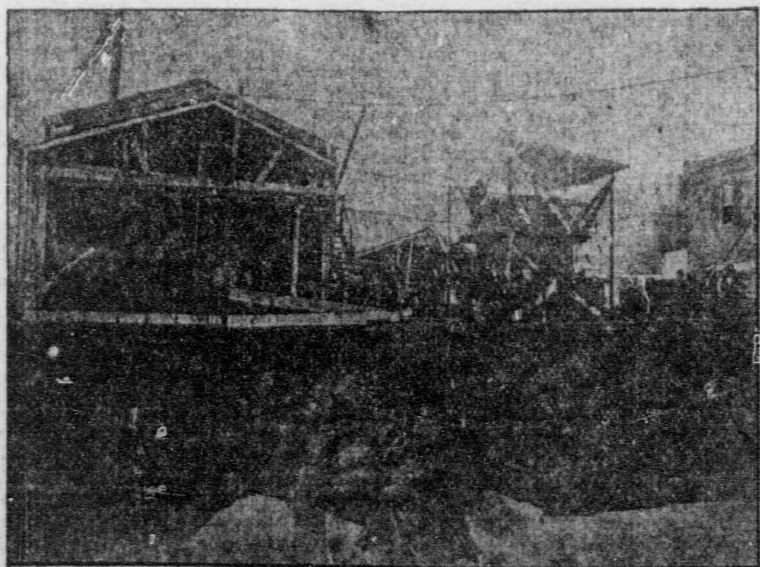
The Heurich beers received the silver medal of awards at the Paris exhibition in 1900. This award was given on beer that had been bottled for a number of months. There was a delay in the last shipment made, which it is contended prevented the Heurich beer from receiving the gold medal. This claim is borne out by the great triumph that has been achieved within the past few months, for the Maerzen and Senate beer have been awarded the gold medal at the International Exposition held in Liege, Belgium.

A letter from the United States consul general at Liege to Mr. Heurich announces the fact. In this letter the consul general takes occasion to say that in view of the fact that there were several thousand beers competing, and as foreign commissions are naturally averse to awarding the first prize to an American concern, that Mr. Heurich's triumph is truly notable.

Truly this is a distinction of which the Washington brewer can well feel proud.



The mammoth home of the Chr. Heurich Brewing Company, recently erected upon the most approved modern methods. Here is manufactured the beer which recently won the gold medal at the International Exposition in Liege, Belgium. The annual capacity of this great plant is nearly half of a million barrels. The plant also can manufacture two hundred tons of ice each day.



The Heurich Brewing Co mpany of Former Days.

The Evolution of a Brewery



Former Home of Their Celebrated Beers.